Social commerce is just one sub-set of e-commerce, however it is growing rapidly. According to a Forbes magazine article, “The Six Pillars of Social Commerce”, the principle of social commerce has been successful since the start of eBay, however the rise of social media has contributed to its substantial growth in the last 10 years.

The Department of Business and Information Technology (BIT) has leveraged its' strengths in both business and technology to bring this Graduate Certificate in Electronic and Social Commerce to the students of Missouri S&T. This program is designed to create successful students by developing skills in technological business practices that will provide opportunities for succeeding in today's fast paced world. To that end, the program focuses on the following competencies:

- Management concepts applied to IT
- Management concepts applied to support of electronic commerce
- Use of business processes in IT integration
- Competitive advantage through IT
- Electronic commerce through collaborative shopping

Admission requirements

Prospective students may apply at any time by completing the Graduate Application for Admission found online at apply.mst.edu.

The graduate certificate program is open to all individuals holding a bachelor's, master's or Ph.D. degree in areas such as business, social sciences, technology, engineering, or related disciplines. Students must also have the required prerequisites for the courses in the program.

In order to receive a Graduate Certificate, the student must have an average graduate cumulative grade point of 3.0 or better on a 4.0 scale in the certificate courses taken. Students admitted only to the certificate program will have non-degree graduate status but will earn graduate credit for the courses they complete. Students will be given three years to complete the certificate as long as a B or better average is maintained in the courses taken.

If a student completes the four graduate certificate courses with a grade of B or better in each of the courses taken, the student will, upon application, be admitted to the Master of Business Administration or to the Master of Science in Information Science and Technology. The certificate courses taken by students admitted to the program will count toward the student's MBA or M.S. degree.
REQUIRED CORE COURSE

**IS&T 6641 Advanced Digital Commerce and the Internet of Things**
Fundamental concepts of management and application to IT and support of commerce. Examines use of IT in business processes and everyday interactions such as IoT. Explores management issues of integrating IT into processes to run businesses better. Includes a major end-of-semester project.

*Prerequisite: Knowledge of management information systems.*

**IS&T 5251 Technological Innovation Management**
The course focuses on the knowledge and skills necessary for the development and implementation of effective strategies for the management of technology-based organizations. This involves: developing a general management perspective on technology and innovation, examining the problems of new product development, identifying distinctive technological competencies, licensing and marketing technologies, assessing the organizational and industrial context of technology.

*Prerequisite: Senior or Graduate Standing.*

CORE COURSES (CHOOSE ONE)

**BUS 6723 AI, Robotics, and Information Systems Management**
The course, designed for business executives, covers management of information to revitalize business processes, improve business decision-making, embrace emerging and disruptive technologies, and gain competitive advantages. The course also covers implications of AI, automation, machine learning, and robotics on business and society.

*MBA core. (Co-listed with IS&T 6723)*

*Prerequisite: Graduate standing.*

ELECTIVE COURSES (CHOOSE TWO)

**IS&T 5168 Law and Ethics in E-Commerce**
Provides the ethical framework to analyze the ethical, legal, and social issues that arise for citizens and computer professionals regarding the computerization of society. Topics include: free speech, privacy, intellectual property, product liability, and professional responsibility. (Co-listed with Philos 4368)

**IS&T 5335 Fund Mobile Tech for Business**
A broad overview of mobile technology use in business environments. Topics include the mobile industry; mobile network and wireless standards; mobile devices; mobile web design and app development; social and user experience issues; mobile marketing and commerce.

*Prerequisite: Junior standing or above.*

**IS&T 5445 Database Marketing**
Intro to methods and concepts used in database marketing: 1) predictive modeling techniques (e.g., regression, decision trees, cluster analysis) and 2) standard processes for mapping business objectives to data mining goals to produce a deployable marketing model. Metrics like lifetime value of a customer and ROI will be covered.

*Prerequisites: Statistics understanding, programming understanding, familiarity with spreadsheets.*

**IS&T 5625 Advanced Web Development**
Advanced web development techniques to provide dynamic interaction; methods for extracting and delivering dynamic information to/from web servers - a hands-on approach. Emphasis on interaction with servers; mobile software development; processing of graphics and web video. Project work is required.

*Prerequisites: IS&T 4654; one of IS&T 1551, IS&T 1561.*

**IS&T 5680 Intro to Web Studies**
This course covers techniques and tools for design and development of digital and interactive media, including text, graphics, animation, audio, and video.

*Prerequisite: A grade of “C” or better in IS&T 1551, IS&T 1561 or Comp Sci 1570.*

**IS&T 5885 Human-Computer Interaction**
Introduction to the field of Human-Computer Interaction (HCI). Students examine issues and challenges related to the interaction between people and technology. The class explores the social and cognitive characteristics of people who use information systems. Students learn techniques for understanding user needs, interface prototyping & interface evaluation.

**IS&T 5886 HCI Prototyping**
This course explores novel HCI and UX technologies as well as methods and tools for creating system prototypes, including best practices and guidelines for optimal user experiences. Example concepts include mobile applications, behavioral monitoring, gamification, natural user interfaces, haptics, and computers as social actors.

*Prerequisite: Preceded or accompanied by IS&T 5885.*

**MKT 5310 Digital Marketing Promotions**
A managerial examination of integrated marketing communication (IMC) and creativity, with a focus on digital media and new marketing concepts. Specifically, we will look at innovative marketing techniques such as viral marketing, brand communities, experiential marketing and guerrilla tactics.

*Prerequisite: At least junior standing.*

**MKT 6580 Advanced Marketing Strategy**
Identification and analysis of strategic managerial marketing issues. Integration of marketing concepts through theoretical overview and practical analysis, including extensive use of simulation. Independent work on marketing project.

*Prerequisite: MKT 3110 or MKT 6622 or Eng Mgt 3510.*